

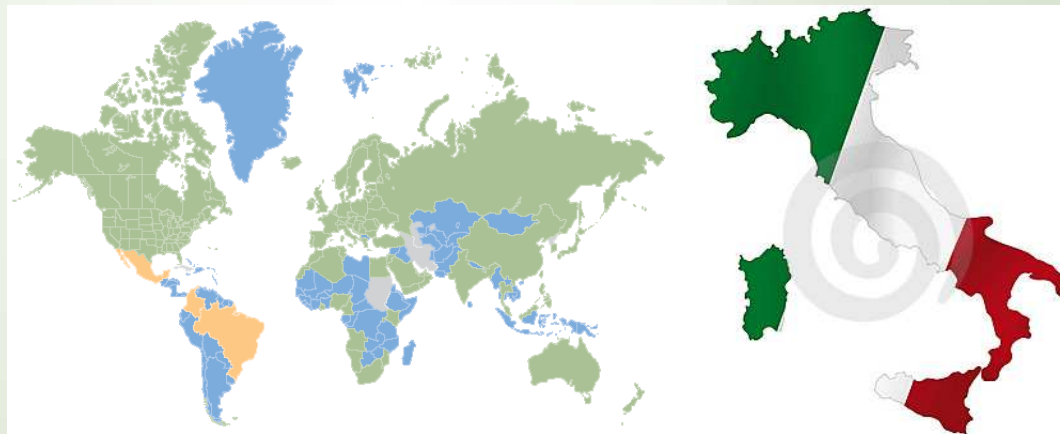
Gian P. Zini, Esq.

P.O. Box 8095 Alta, Utah 84092 - (801) 746-9409

E-mail: gp_zini@comcast.net



**9 Steps for
Successful International Networking
September 9th, 2009 - Part 1**



Green Iceberg Intelligence ©



Steps for Successful International Networking

Today's Italy in Europe and in the World

You may have the universe if I may have Italy **Giuseppe Verdi**



life **in** italy
.com



**How to successfully do business
in Italy and with Italians ?**

**How to successfully network
in Italy and with Italians ?**

**Be prepared, Be ready for surprises
these are really the first password**

ITALY has changed a lot
and is way beyond Italian borders !

**"What is the fatal charm of Italy? What do we
find there that can be found nowhere else?
I believe it is a certain permission to be human,
which other places, other countries,
lost long ago** **Erica Jong**





Today's Italy in Europe and in the World

no stereotypes

stereotypes portray Italians with olive skin, thick dark eyebrows and lots of hair, as **overly-emotional, melodramatic, loud and constantly gesticulating, superstitious, cronically late, unorganized, lazy and chaotic, never paying taxes and with flexible working hours,** hot-blooded, aggressive, ignorant, obsessed with food, as **working class thugs prone to crime and vengeance over trivial offenses; Italian men are pictured alternatively as mummy's boys never leaving home, or fashionable and elegant gentlemen, Latin lovers, "Casanovas", "Italian Stallions", while women have been stereotyped as either overly matriarchal or voluptuous, flirtatious, and exotic. Italy for some is not much more than Pasta, good Wine, Dolce Vita, Vespas, Ferraris, and Mafia,** a pleasant place to visit, but not a serious place for business.

life  **italy**.com



Today's Italy in Europe and in the World
why not follow stereotypes
validated by famous quotations ?

They examine passports on the Italian frontier
for fear an honest man may slip in.

**Mark Twain - Notebook #16, August -
October 1878**

We have the notion in our country that
Italians never do heavy work at all, but
confine themselves to the lighter arts, like
organ-grinding, operatic singing, and
assassination. **Mark Twain - A Tramp
Abroad**

*Europeans, like some Americans, drive on the
right side of the road, except in England,
where they drive on both sides of the road
and in Italy, where they drive on the
sidewalk, Truman Capote*

*It is not impossible to govern Italians.
It is merely useless*



**we are not so worried
come to Italy
you will change your mind**

*"The Creator made Italy from designs of
Michaelangelo." Mark Twain*

*Italy, and the spring and first love all
together should suffice to make the
gloomiest person happy." Bertrand
Russell quotes*

*"Italy is a dream that keeps returning for
the rest of your life." Anna Akhmatova*

*In Italy, for thirty years, under the Borgias,
they had warfare, terror, murder and
bloodshed. But they produced
Michelangelo, Leonardo da Vinci, and
the Renaissance. In Switzerland, they
had brotherly love, and they had five
hundred years of democracy and peace,
and what did that produce?*

The cuckoo clock.

*Graham Greene (1904-1991), quoted by
Orson Welles in The Third Man (1949).*



So, what's wrong with the stereotype?

*Italy has substantially changed. It is certainly not be represented
by the old images of Italian immigrants at Ellis Island
Italians tend to get offended by how they are perceived by
foreigners who might have
a limited knowledge of the country and the people.
There is so much more !*



Learn about the Country !



life **in** italy
.com

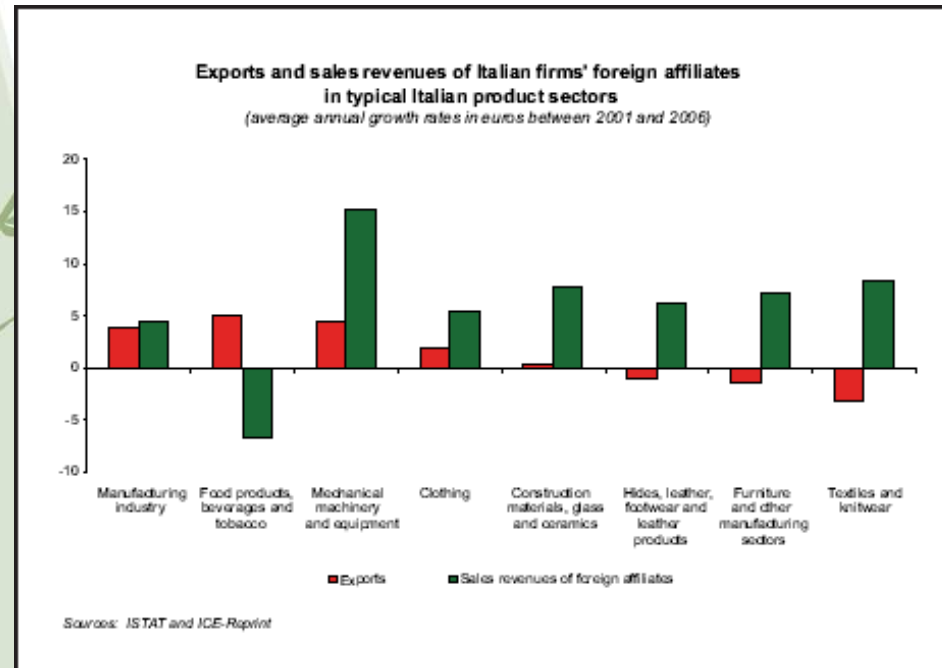


What is Italy now ? Who & Where are the Italians ?

Learn about the Economy !

In spite of the global economic downturn, Italy is still Europe's fourth-largest economy and the seventh in the World. According preliminary estimates, Italian GDP fell 1.8% in Q3 2009 in seasonally adjusted and weighted daily average terms. Across 2008 as a whole, the Italian economy fell 0.9%, the most pronounced decline recorded since 1993. The Italian economy officially fell into recession in the third quarter of 2008. Most recent IMF country reports support, however, a moderate optimism.

Italians are very international oriented and it is common finding Italian executives throughout the world in multinational conglomerate, international financial institutions and consulting firms.

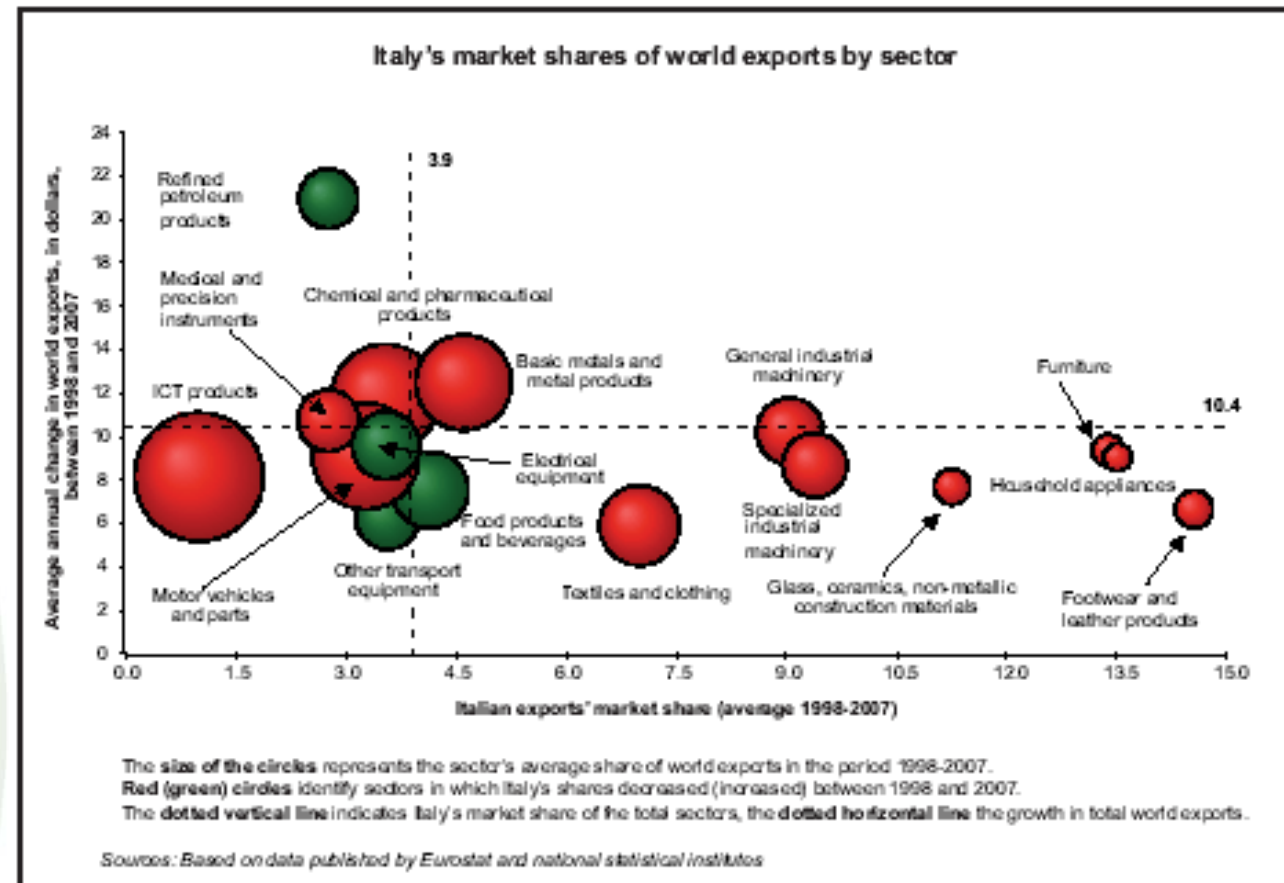


Learn about the

MADE IN ITALY



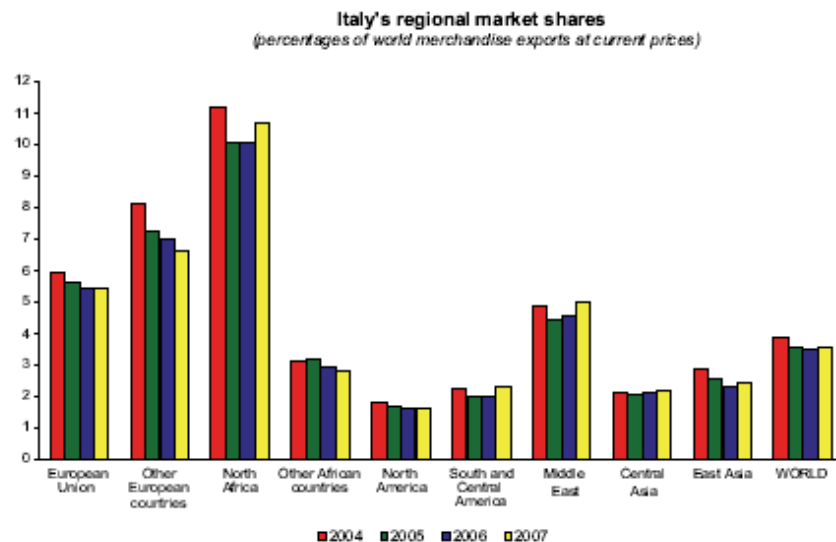
The reputation of the "Made in Italy" brand is helping Italian export to withstand the global economic crisis. Remaining essentially unchanged, 2008 saw the value of Italian export rise by 0.3%. These are the findings of the 2008-2009 report published by The Italian Institute for Foreign Trade (ICE) from data submitted by the National Institute of Statistics (ISTAT).





"MADE IN ITALY" keeps export afloat in difficult times

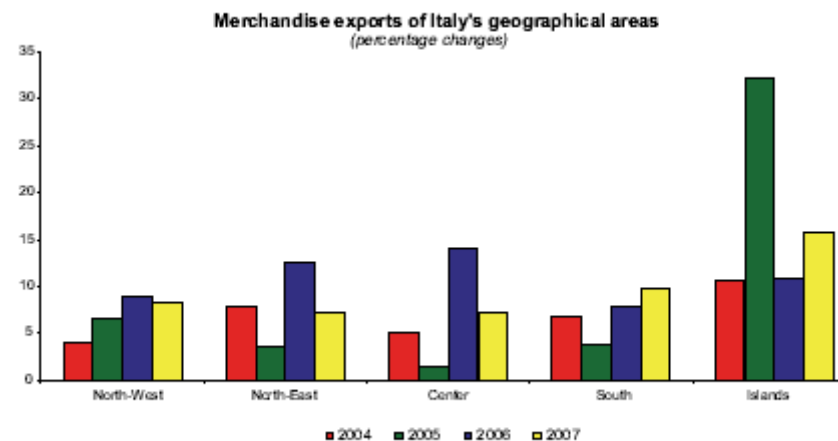
In spite of a decline with its traditional trade-partners (Germany is the number one importer of Italian products, France is Italy's second export destination, registering a 2.5% decline, while third-place Spain saw showed a sharper fall of 12.7% and the United States, standing in fourth place, reduced their Italian imports by 5%), the "Made in Italy" label has found fertile land in the new market opportunities offered by Eastern European and Asian countries in particular. Russia has improved its position, remaining in seventh place (up 9.5%). China and Japan's rankings (14th place - increasing by 2.5%. - and 17th place respectively) have remained stable.





Learn about Italian regions and industrial districts !

The changes in Italian exports' distribution among Italy's regions in 2007 correlate closely with those in their sectoral distribution, confirming the importance of the territorial roots of the model of specialization. The further increase in Emilia Romagna's share (from 12.7 to 13 per cent), extending a trend under way for many years, and the recovery by Lombardy (from 28.6 to 28.8 per cent) are explained mainly by their specialization in mechanical machinery and equipment. The rise in the South and Islands' share of exports (from 11.3 to 11.7 per cent) and, in particular, the gains scored by Abruzzo, Basilicata and Sicily, derive mainly from transport equipment and petrochemical products.



Source: Based on ISTAT data



Italy is only a geographical expression Prince v. Metternich quotes, in a letter to British Foreign Minister, Lord Palmerston of August 6 1847

Learn about Italian trends !

ITALIA



life in italy .com

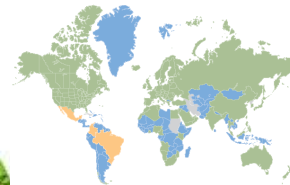
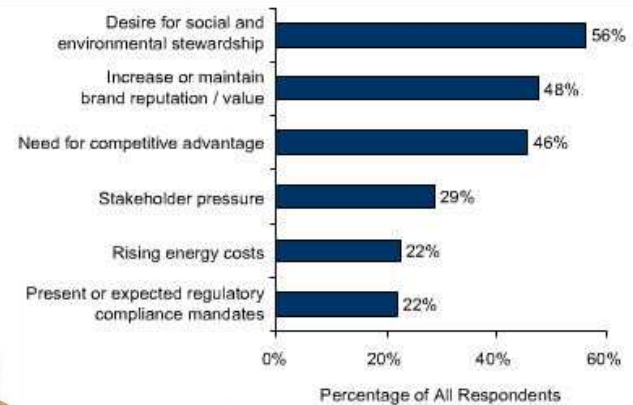


Figure 1: Top 3 Pressures Driving Sustainability Initiatives



Source: Aberdeen Group, May 2009



PERFORMANCE INDICATORS

Show Me The Money



Learn about the sources !



The Italian Institute for Foreign Trade (ICE), also known as Italian Trade Commission, www.italtrade.com/, is the government agency entrusted with promoting trade, business opportunities and industrial co-operation between Italian and foreign companies. It operates through 115 branch offices in over 86 countries in the world.

ITALY-AMERICA CHAMBER OF COMMERCE



Founded in New York in 1887, The Italy-America Chamber of Commerce, with offices in New York, Chicago, Miami, Los Angeles, San Francisco, Houston and Dallas, is the oldest bi-national chamber of commerce in the United States and ranks among the most prestigious of its kind. During its existence, the Chamber has dedicated itself to accomplishing two primary aims: to further commerce and trade between the United States and Italy and more importantly, to promote its members and assist them in the realization of all their business goals.



Assocamerestero

Assocamerestero is the association of the Italian binational Chambers of Commerce www.assocamerestero.it/Sito/



Learn about the sources!



American Chamber of Commerce in Italy www.amcham.it



HEADLINES

NEWSLETTER OF THE AMERICAN CHAMBER OF COMMERCE IN ITALY

Luglio - Agosto 2009



Headlines



THE NATIONAL
ITALIAN AMERICAN
FOUNDATION
WWW.NIAF.ORG



The **National Italian American Foundation (NIAF)** is a nonprofit, nonpartisan educational foundation that promotes Italian American culture and heritage. NIAF serves as a resource on the Italian American community and has educational and youth programs including scholarships, grants, heritage travel, and mentoring. NIAF is also the voice for Italian Americans in Washington, DC and works closely with the Italian American Congressional Delegation and the White House. NIAF's mission includes advancing US – Italy business, political, and cultural relations and has a business council that promotes networking with corporate leaders.



Learn about the sources !



Doing Business in Italy: 2009 Country Commercial Guide for U.S. Companies

INTERNATIONAL COPYRIGHT, U.S. & FOREIGN COMMERCIAL SERVICE AND U.S. DEPARTMENT OF STATE, 2009. ALL RIGHTS RESERVED OUTSIDE OF THE UNITED STATES.

- Chapter 1: Doing Business In Italy
- Chapter 2: Political and Economic Environment
- Chapter 3: Selling U.S. Products and Services
- Chapter 4: Leading Sectors for U.S. Export and Investment
- Chapter 5: Trade Regulations and Standards
- Chapter 6: Investment Climate
- Chapter 7: Trade and Project Financing
- Chapter 8: Business Travel
- Chapter 9: Contacts, Market Research and Trade Events
- Chapter 10: Guide to Our Services



**Learn the right place
to meet
the right people !**



NIVE

FOUNDATION
FOR THE AMERICAN
LIFE



BUSINESS AFTER HOURS COCKTAIL

Vi aspettiamo
martedì 15 settembre 2009
ore 18.30
Sheraton Diana Majestic
Viale Piave 42, Milano



E' gradita la conferma della vostra partecipazione:

American Chamber of Commerce in Italy

Evento sponsorizzato da



Tel. +39 028690661

e-mail: eventi@amcham.it



Join us in toasting
our honorees at the
October Gala!

**Reserve Your
Seat Today!**

The NIAF 34th
Anniversary Gala

DOs

DON'Ts



9 Steps for Successful International Networking Professional Courtesy



- Be cognizant of time
- Set a schedule and deadlines!
- Stay in touch with contacts on an on-going basis
- Telephone and email in timely manner
- Read the document you receive in its entirety, and answer all the questions (or say why a question does not deserve an answer)
- Be analytical (Italy is not a Twitter Business Culture)
- Search for & deliver Added Value
- Make it clear what you can do, what you cannot do
- Say YES or NO, but make your position clear!
- Do not patronize ! Don't be condescending
- It's perfectly fine not to travel and have video-conferencing/conference calls
- If you have a meeting, be clear has to both parties expectations and who is in attendance
- Do not attend a meeting with a lawyer, if your counter-party is not represented by a lawyer
- You do not be in a meeting without a lawyer, if your counter-party shows up with one.
- Tell your business partner who is representing you. They would find it out anyway, soon
- Stay out of court !

Reasonable people adapt themselves to the world. Unreasonable people attempt to adapt the world to themselves. George Bernard Shaw

Steps for Successful International Networking

Personal Courtesy



- There is not such a thing as a single correct approach, appropriate greeting or style good for all Italians: Italy is a country with strong regional differentiation and social structure. Size your contact!
- Wear correct attire and be conscious of etiquette!
- Be moderately cordial during business meetings, reserve pleasantries and personal conversation for after work
- Establish commonalities
- Show knowledge about your business contact activity and don't be afraid to ask for information
- Do not exceed with compliments
- No jokes about Italian-American stereotypes
- Do not select the restaurant, and once there do not praise about the Sicilian Trattoria in your neighborhood or look for or something not appropriate and don't order a Diet Coke with a special entrée
- Do not ask to be chaperoned for shopping, don't bring into a meeting what you purchased
- Do not bring gifts, other than when the relation is in place, and when you do it, just something small, about your company, or some small sport apparel for the children.

Politeness and consideration for others is like investing pennies and getting dollars back.

Thomas Sowell



Gian P. Zini, Esq.

P.O. Box 8095 Alta, Utah 84092 - (801) 746-9409

E-mail: gp_zini@comcast.net



"You may have the universe if I may have Italy "

Giuseppe Verdi